

Alex M. Smith  
Executive Director  
Philadelphia Art Commission  
1515 Arch Street, 12th Floor  
Philadelphia, PA 19102

Re: Proposal for Shepard Fairey mural at 1421 Arch St.

July 28, 2025

Dear Mr. Smith and Members of the Art Commission:

We look forward to presenting at the August 13th Commission meeting, where we will seek your final approval for a mural by acclaimed contemporary artist Shepard Fairey proposed for 1421 Arch St. The mural will be painted on the west facing wall overlooking Love Park, replacing an existing mural which, after 25 years, has begun to fade and is in need of a refresh, in accordance with our commitment to maintaining our collection.

On October 14, 2024, a team composed of Matt Canno of Iron Stone RE Partners (the building owners), Jane Kim, Michael Kusy, and Natalie Garcia of Certares (the hotel management firm), several members of HHM Hotels (the hotel operations company), and the City's RE Operations Administrator, Patrick Livingston, looked at a number of potential artists who could create a masterpiece suitable for this prominent location. The panel unanimously selected Shepard Fairey to create a beautiful mural that reflects the theme of social justice as a nod to the District Attorney's Office, which for many years had its offices in the building, as well as to Philadelphia Family Court a block away.

A design, meeting those requirements, was approved in early July after a series of revisions.

A full proposal with a more detailed explanation of our design process along with final images of the mural design and installation plans will be submitted by August 6th. We look forward to presenting the proposal in person and answering any questions you may have. With your approval, we look forward to the mural's installation in the fall.

Thank you for your time and consideration.

Sincerely,



Jane Golden, Executive Director

## 1421 ARCH STREET - EXISTING MURAL TO BE REPLACED



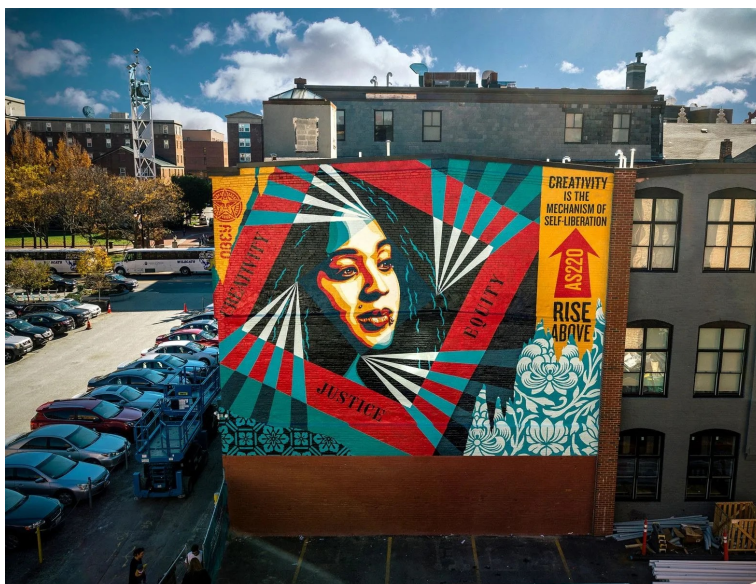




**Shepard Fairey** is an American contemporary artist, activist and founder of OBEY Clothing who emerged from the skateboarding scene. In 1989, he designed the "Andre the Giant Has a Posse" (OBEY.) sticker campaign while attending the Rhode Island School of Design (RISD).

Fairey designed the Barack Obama "Hope" poster for the 2008 U.S. presidential election. The Institute of Contemporary Art, Boston, has described him as one of the best known and most influential street artists. His work is included in the collections of The Smithsonian; the Los Angeles County Museum of Art; the Museum of Modern Art in New York; the Museum of Contemporary Art San Diego; the National Portrait Gallery in Washington, D.C.; the Virginia Museum of Fine Arts in Richmond; and the Victoria and Albert Museum in London.

His style has been described as a "bold iconic style that is based on styling and idealizing images.



# Mural Arts Philadelphia

## ROUND 1



## Unanimous Preference



## ROUND 2





### ROUND 3



### APPROVED DESIGN



## 1421 ARCH STREET - DIMENSIONS OF WALL TO BE PAINTED







Project name: Courtyard Marriott  
Project location: 1421 Arch Street  
Artist/Team: Shepard Fairey of OBEY GIANT

### MATERIALS LIST

- 3M Super 77 - Spray Adhesive (to temporarily affix stencils to the wall)  
[https:// www.homedepot.com/p/3M-14-1-oz-Super-77-Multipurpose-Spray Adhesive-77-NAT/332102322](https://www.homedepot.com/p/3M-14-1-oz-Super-77-Multipurpose-Spray-Adhesive-77-NAT/332102322)
- Behr Exterior Primer & Paint (base color, custom color)  
[https:// www.homedepot.com/p/BEHR-PREMIUM-PLUS-1-gal-Ultra-Pure-White-Flat Low-Odor-Interior-Paint-Primer-105001/202761505](https://www.homedepot.com/p/BEHR-PREMIUM-PLUS-1-gal-Ultra-Pure-White-Flat-Low-Odor-Interior-Paint-Primer-105001/202761505)
- UV Protection Mural Shield  
[https://www.graffitiremovalinc.com/products/ muralshield? \\_pos=1& \\_sid=5a4060ed9& \\_ss=r](https://www.graffitiremovalinc.com/products/muralshield?_pos=1&_sid=5a4060ed9&_ss=r)
- Graffiti Coat  
[https://www.graffitiremovalinc.com/products/ worldsbestgraffiticoating? \\_pos=1& \\_sid=ad591367a& \\_ss=r](https://www.graffitiremovalinc.com/products/worldsbestgraffiticoating?_pos=1&_sid=ad591367a&_ss=r)
- MTN Spray Paint - Hardcore and 94 Brands  
<https://www.sprayplanet.com/collections/hardcore>  
<https://www.sprayplanet.com/collections/mtn-94>

### Colors:

- Black
- Indigo Blue
- Vintage Blue
- Ocean Blue
- Erasmus Blue/Green
- Luminous Blue/Green
- Malta light cream
- RV7 medium cream
- Eldorado Gold/yellow
- Light Red

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### INSTALLATION PROCESS

Shepard Fairey utilizes stencils as a key part of his mural creation process in the following order. He often employs multiple stencils, layering them to build up complex designs. This technique allows for the efficient reproduction of his iconic imagery across various surfaces.

#### 1. Stencil Creation:

- Image Selection:  
Fairey often starts with a chosen image, sometimes a portrait or a stylized design.
- Stencil Segmentation:  
The image is divided into multiple stencils, often using a square or rectangular stencil for the overall shape, a profile stencil for the outline, and detailed stencils for specific elements like the black areas.
- Cutting:  
The stencils are meticulously cut out from a thin material like paper, using tools like an X-Acto knife.
- Registration Marks:  
Registration marks are incorporated to ensure precise alignment of the stencils during the mural application.

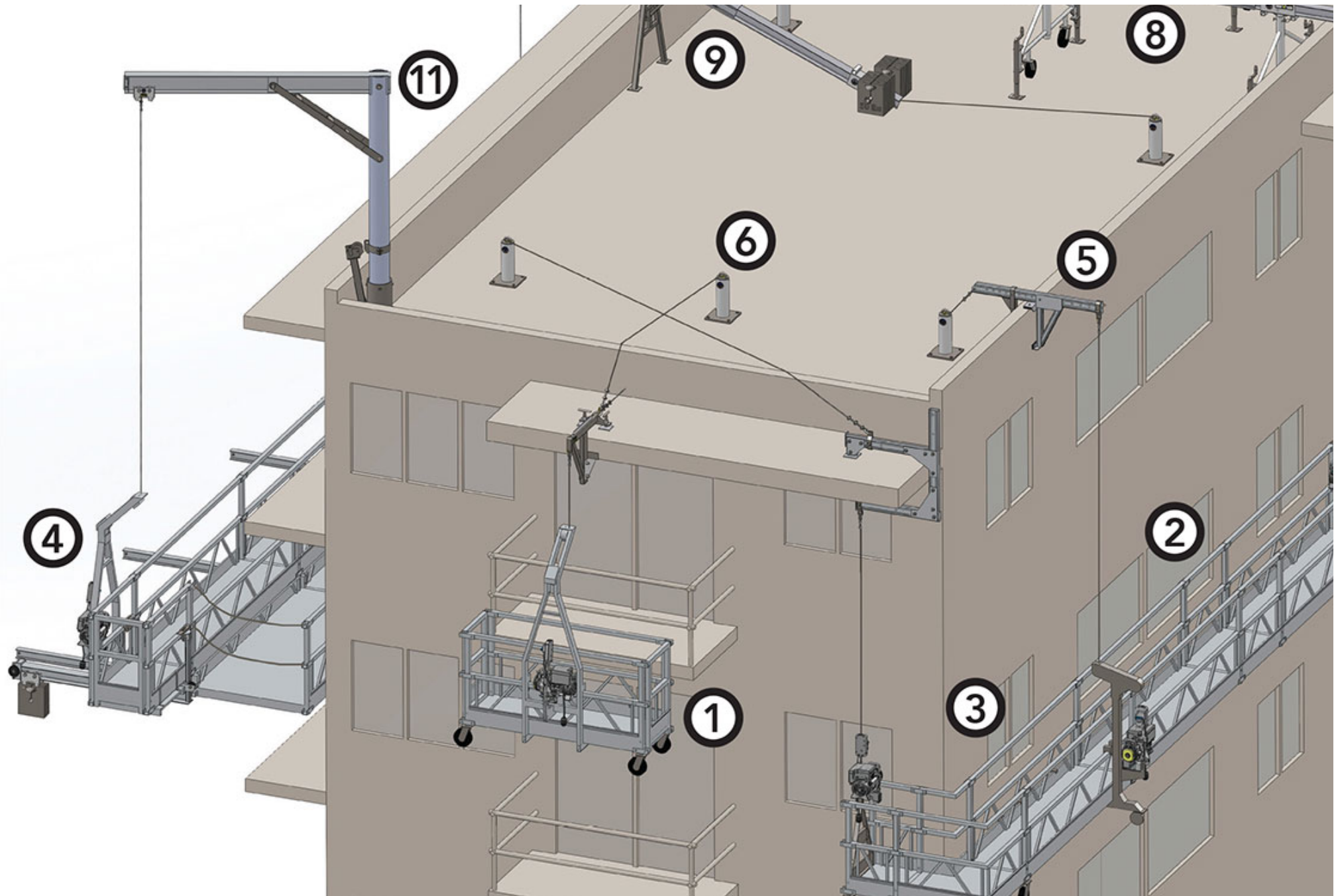
#### 2. Mural Application:

- Surface Preparation:  
The wall or surface is prepared for the mural.
- Stencil Placement:  
The stencils are positioned on the surface, using registration marks for accurate alignment.
- Spray Painting:  
Spray paint is applied through the cut-out areas of the stencils to transfer the design onto the surface.
- Layering:  
Multiple stencils are used, one on top of the other, to create layers of color and detail, building up the final image.

#### Texture and Overlays:

Texture plates and overlapping techniques may be used to add depth and visual interest.





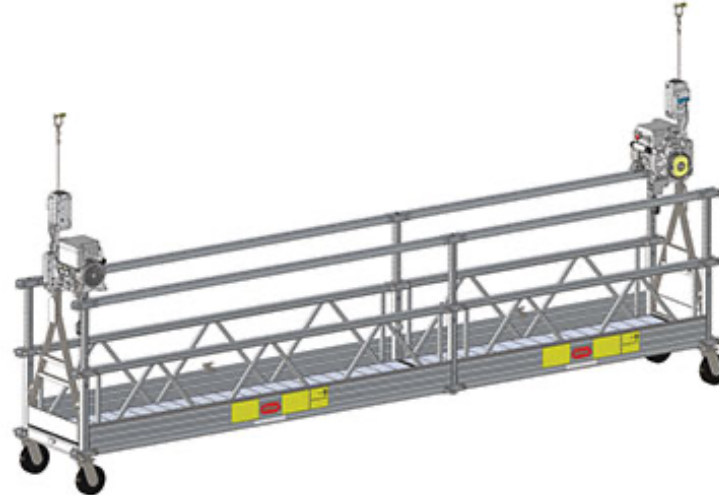
## Suspended (Platforms & Rigging)

Platforms can be configured in any shape and size to provide safe access to work areas.

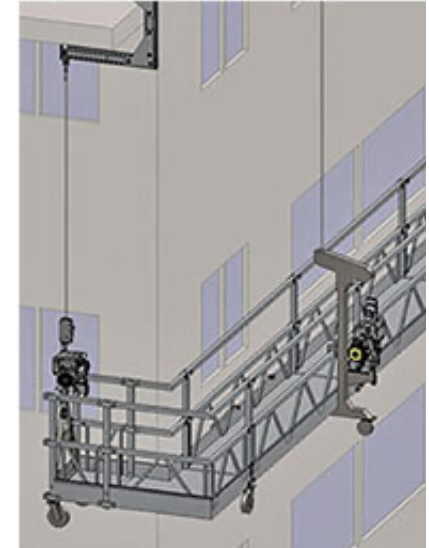
Angled sections are available to follow the contour of the structure. Platforms can be configured in single-point, two-point configurations.



**① Single-point**  
1m and 2m work cages.



**② Two-point**  
Two-point is conventional swing staging and can be up to 62' long.



**③ Multi-point**  
Allows for Longer  
Angled platform  
Heavier loads.